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1997 SALES APPLICATIONS / TOOLS - RETAIL

STRATEGIES:

Field Sales Support - 1997 Tools & Presentation Materials

- **Retail Partners :**
  - 1997 Retail Partners Presentation
    - ⇒ PowerPoint Presentation File - Located in shared LAN drive, at G: _Sales \ _97Plans \ Rettool
      This is a presentation for modification and use by Field Sales, which should be customized for each retail account. Please use only selected pages, as needed for a specific account presentation.
      This presentation file will be available at a later date.
  - Retail 97 - RJR Contract / Retail Accrual / Promotion Spending Analysis
    - ⇒ Ret_97 - RJR ToolKit Application - Located in the Category Professional ToolKit (RJR Tools)
      Run from RJR ToolKit / Trade Programs / Retail Partners.
      This ToolKit Application will be available at a later date.
  - Retail Profitability Analysis
    - ⇒ RPA - RJR ToolKit Application - Located in the Category Professional ToolKit (RJR Tools)
      Run from RJR ToolKit / Profitability / Retail. The RPA ToolKit Application is current.

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◊ Contract Budget Planning

⇒ A 1997 Contract Budget Planning Application has been added to the RJR ToolKit . This application is current and can be found in the ToolKit under the menu : Trade Programs / Retail Partners .

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